

Message

From: ariane-noreply@google.com [ariane-noreply@google.com]
Sent: 8/13/2020 3:03:03 AM
To: nirmaljayaram@google.com
Subject: OVERDUE LAUNCH - Please update: [Launch 4032092] Optimizing number of creatives scored through project Phi

REMINDER - Launch date overdue.

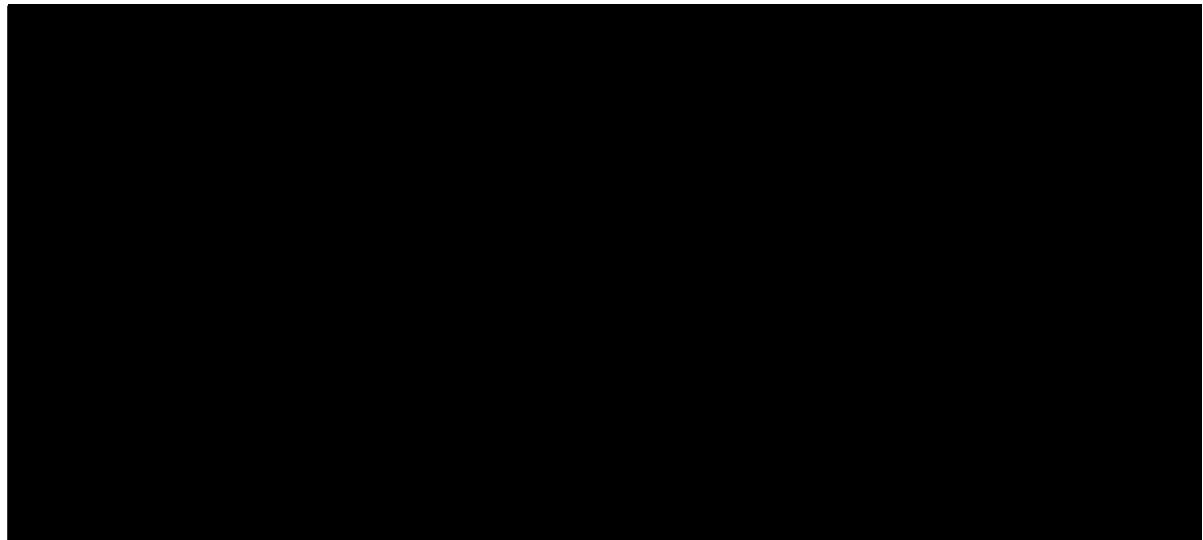
Please modify launch status or update launch date!

Your role as nirmaljayaram: Launch Subscriber

Link: <https://ariane.googleplex.com/launch/4032092>

Launch information:

Launch ID 4032092
Name **Optimizing number of creatives scored through project Phi**
Calendars Ads & Comm (Display): Display Ads - Ads Quality
Launch Date **2020-08-11**
Status **Current**
Description Project Phi (ariane/4000763) provides an analytical and scalable platform to dynamically control the trade-off between revenue and core usage by optimizing a given set of tuning parameters. With this framework we are able to jointly optimize various serving knobs in our serving stack.



Impact: +0.1% revenue, +1.3% CPD and using -30K cores (release cores). Revenue + MH-CPD increases by 1.4% (equivalent to \$350M ARR assuming 1-1 revenue and CPD tradeoff)

Creator ardestan

Approvers:

Ads & Comm (Display): <u>Display</u> <u>Status</u>	Owners
Ads - Ads Quality	

PA Lead	Approved	<u>p fatehpuria, bonniep, jaishan, clifforc, dmitby, amini</u>
Eng (Display Ads Quality)	Approved	<u>eettinger</u>
Eng-GKS	FYI	<u>ybai, shiw</u>
PM	FYI	<u>gda-quality-launch</u>
Modeling	FYI	
Formats	FYI	
Legal	FYI	<u>brjones, egarber</u>
Logs	FYI	<u>logs-launch+ariane</u>
Privacy	Approved	<u>pwg-display-approvers, pwg-display-delegate-approvers, apphosting-stubby-api--s-7egoogle-2ecom-3asecq-2dng</u>
Latency	FYI	<u>gdn-launch-latency-reviews</u>
Policy Team	FYI	<u>gpp-monetized-approvers</u>
Resources	FYI	<u>dvaa-resource-approvers</u>
Finance	FYI	<u>finance-ads-quality-launch-review</u>
GTech	FYI	<u>gtech-ads-gpto-gndisplay</u>

Launch Attributes:

Global attributes

PM	<u>bbesson</u>
TL	<u>ardestanl, hka, zibozhao, zackzuo, emaani</u>
Design Document	<u>https://docs.google.com/document/d/HQqAPRodTwKGrM/edit#, slides: https://docs.google.com/presentation/d/GD4/edit?usp=sharing</u>

UI mockups

Privacy Design Document	<u>https://eldar.corp.google.com/revisions/166866865</u>
Privacy Non-Impacting Launch	Yes
Privacy Non-Impacting Justification	This is a follow up on Ariane/4000763 and uses similar data and methodology.
Impact	Major
Launch Stage	Full Launch
L-Team	No
Patent review	false
User Controls Certification (go/uc-cert)	I certify
Privacy Master Tracking Bug	<u>160659049</u>

Display Ads - Ads Quality attributes

Display OKR	
UX Owner	
UX Impact	No
Privacy Diagnostic	<u>https://spur.corp.google.com/report/ecc-phi-creative/?ro</u>
Display Privacy Review required?	No
Roll out type	

Buganizer ID	
FLOGS as Data Source	
Auriel as Data Source	
Any other Data Sources	
Modeling Launch Review Date	
In-Person Launch Review Date	
Properties affected	AFC, Ad Exchange, O&O
Stats links (Rasta, REMH, Human Eval)	https://experiments....PDjUKXIB5_BhIf1f3_rY
Network Impact Rasta	https://experiments.corp.google.com/#/portal/experiments/analysis?label=_6-Y-VL2PDjUKXIB5_BhIf1f3_rY
GKS Impact Level	Not Use or Change ID-keyed User-Data
GKS Stats Links	
SkyMo Impact	No
Resources Request Link	https://trebuchet.corp.google.com/#/launch/1596786235009487
Rasta Impact Stage	Forward
Experiment fraction	20
Revenue impact	0.1
CPD	1.3
In-Person Launch Review	true
Offline Review	
CAQ no-op	
CAQ neutral	
System/End-to-End Tests	
TL who reviewed e2e tests	
Teams	CARE
Holdback Impact Rasta	<u>TBD</u>
Holdback Fraction	1
Impacts Apps Network	
Inventory	
Experiment ID to Launch	
Logs attributes	
Logs Ticket Link	
Latency attributes	
Latency data	

Recipients: [adigupta](#), [amini](#), [ardestandi](#), [bbesson](#), [emaani](#), [fongshen](#), [hka](#), [linsong](#), [nirmaljayaram](#), [zackzuo](#), [zhenghua](#), [zibozhao](#)

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